Digital Fodder

Best Makeup and Beauty Affiliate Programs

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I don’t wear makeup, not even a little, but millions of people do. From female teenagers buying lip gloss to male rockers buying nail polish; makeup is big business. Makeup and beauty products belong to the cosmetics industry. Cosmetics are care substances used to enhance the appearance or odor of the human body, for example, skincare, color cosmetics, hair care, nail care, oral care, perfumery, and deodorant products and services.

The global cosmetics products market is on pace to eclipse $1 trillion in the coming years. The United States accounts for 13 percent of global sales followed by the EU at 20 percent. Some of the largest manufactures include L’Oreal, P&G, Unilever, Estee Lauder, Shiseido, Avon, Chanel, and Revlon.

The cosmetics industry is evolving and creating new product segments. The metrosexual segment is alive and thriving. A metrosexual is a man who is especially meticulous about his grooming and appearance. Many subscription box companies ship male-targeted products to their customers monthly, for example, Bespoke Post, Gentleman’s Box, GQ Box, and SprezzaBox.

Another growing segment consists of people who choose not to identify as males or females, but something else or nothing at all, for example, a “gender-nonconforming” or “non-binary” person. Businesses are creating “gender-inclusive” makeup and similar products for those groups.

How to Make Money

Given the size and diversity of the cosmetics industry, it’s no wonder many content creators seek to promote beauty products. Many creators use YouTube and blogs to monetize their traffic and content. Although there are many ways to profit on YouTube, ad revenue and affiliate marketing are two conventional methods. Ad revenue comes from Google running ads on videos. Earnings are split between Google and channel owners and paid through AdSense. Companies pay affiliates when their marketing efforts result in sales or leads.

Another way to make money in the cosmetics industry is through ecommerce. Many people launch stores with software like Shopify to sell beauty and makeup products. They might also sell on marketplaces, including Amazon and eBay, or social media, such as Instagram.

Best Beauty Affiliate Programs

Let's review the best beauty, makeup, and cosmetic programs. These merchants sell skincare, hair, face, eyelash, nose, cheek, lipstick, fragrance/perfume, brush, bath, and body products. ShareASale and CJ Affiliate lead the way with the top programs, followed by Impact.

Creators who focus on makeup might also cover related categories, including fashion, dating, relationships, health, wellness, food, travel, and lifestyle items. Case in point, you could write about beauty tips for a first date, how makeup relates to wellness, or the best beauty accessories to take on vacation. Secondly, many online-only retailers, drug stores, and big-box chains carry cosmetics and have affiliate programs, for instance, Amazon, eBay, Walmart, Costco, and Target.

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Related Posts

1. Design Essentials

- Cost per action (CPA): Cost per sale
- Commission rate: 20% to 30%
- Cookie duration: 60 days
- Affiliate software/network: CJ Affiliate
- Design Essentials affiliate program

2. Alikay Naturals

- CPA: Cost per sale
- Commission rate: 10%
- Cookie duration: 90 days
- Affiliate software/network: ShareASale

3. Allure Beauty Box

- CPA: Cost per sale
- Commission rate: $5
- Cookie duration: 30 days
- Affiliate software/network: Impact

4. Avon

- CPA: Cost per sale
- Commission rate: 8%
- Cookie duration: 7 days
- Affiliate software/network: CJ Affiliate

5. BirchBox

- CPA: Cost per sale
- Commission rate: 5%
- Cookie duration: 7 days

- Affiliate software/network: Rakuten Advertising

6. BK Beauty

- CPA: Cost per sale
- Commission rate: 15%
- Cookie duration: 30 days
- Affiliate software/network: ShareASale

7. Clinique Online

- CPA: Cost per sale
- Commission rate: 6%
- Cookie duration: 7 days
- Affiliate software/network: Rakuten Advertising

8. Coastal Scents

- CPA: Cost per sale
- Commission rate: 10%
- Cookie duration: 45 days
- Affiliate software/network: ShareASale

9. Dear Sundays

- CPA: Cost per sale
- Commission rate: 15%
- Cookie duration: 90 days
- Affiliate software/network: ShareASale

10. Elizabeth Arden

- CPA: Cost per sale
- Commission rate: 8%
- Cookie duration: 30 days
- Affiliate software/network: CJ Affiliate

11. Estée Lauder

- CPA: Cost per sale
- Commission rate: 4%
- Cookie duration: 7 days
- Affiliate software/network: Rakuten Advertising

12. FabFitFun

- CPA: Cost per sale
- Commission rate: $10
- Cookie duration: 24 hours
- Affiliate software/network: ShareASale and Impact

13. Gabriel Cosmetics

- CPA: Cost per sale
- Commission rate: 10%
- Cookie duration: 30 days
- Affiliate software/network: ShareASale

14. Gillette

- CPA: Cost per sale
- Commission rate: 10%
- Cookie duration: 30 days
- Affiliate software/network: CJ Affiliate

15. Glossybox

- CPA: Cost per sale
- Commission rate: Up to $20
- Cookie duration: 30 days
- Affiliate software/network: Awin

16. Indie Lee

- CPA: Cost per sale
- Commission rate: 15%
- Cookie duration: 30 days
- Affiliate software/network: ShareASale

17. Ipsy

- CPA: Cost per sale

- Commission rate: $10
- Cookie duration: 7 days
- Affiliate software/network: Impact

18. Korres

- CPA: Cost per sale
- Commission rate: 10%
- Cookie duration: 30 days
- Affiliate software/network: ShareASale

19. Laurel Skin

- CPA: Cost per sale
- Commission rate: 20%
- Cookie duration: 90 days
- Affiliate software/network: ShareASale

20. Mac Cosmetics

- CPA: Cost per sale
- Commission rate: 4%
- Cookie duration: 30 days
- Affiliate software/network: Rakuten Advertising

21. Madison Reed

- CPA: Cost per sale
- Commission rate: $20
- Cookie duration: 30 days
- Affiliate software/network: ShareASale

22. Murad

- CPA: Cost per sale
- Commission rate: 8%
- Cookie duration: 7 days
- Affiliate software/network: CJ Affiliate

23. OSEA Malibu

- CPA: Cost per sale
- Commission rate: 16%
- Cookie duration: 30 days
- Affiliate software/network: ShareASale

24. RevitaLash Cosmetics

- CPA: Cost per sale

- Commission rate: Up to 5%
- Cookie duration: 45 days
- Affiliate software/network: CJ Affiliate

25. Rocky Mountain Oils

- CPA: Cost per sale
- Commission rate: 12%
- Cookie duration: 60 days
- Affiliate software/network: ShareASale

26. Safe and Chic

- CPA: Cost per sale
- Commission rate: 10%
- Cookie duration: 30 days
- Affiliate software/network: CJ Affiliate

27. Sand & Sky

- CPA: Cost per sale
- Commission rate: 8%
- Cookie duration: 30 days
- Affiliate software/network: CJ Affiliate

28. Scent Box

- CPA: Cost per sale
- Commission rate: $8
- Cookie duration: 30 days
- Affiliate software/network: ShareASale

29. Sephora

- CPA: Cost per sale
- Commission rate: Up to 8%
- Cookie duration: 30 days
- Affiliate software/network: Rakuten Advertising

30. The Beauty Spy

- CPA: Cost per sale
- Commission rate: 10%
- Cookie duration: 30 days
- Affiliate software/network: ShareASale

31. Ulta Beauty

- CPA: Cost per sale

- Commission rate: 15%
- Cookie duration: 30 days
- Affiliate software/network: Impact

32. Yves Rocher

- CPA: Cost per sale
- Commission rate: 15%
- Cookie duration: 30 days
- Affiliate software/network: CJ Affiliate

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25 Best Travel Affiliate Programs

Many travel companies utilize affiliate marketing programs to increase their sales. An affiliate program compensates publishers (bloggers, YouTubers, and